



BLUEBIRD LEADERS SPONSORSHIP OPPORTUNITIES

2027



Sponsorship Opportunities



Bluebird Flight Deck Partner

Title Sponsorship for -> SOAR, Leadership Retreat, Pink Feathers Socials, HIMSS, VIVE, Altitude Series (3), Sales Forum w/ 1 private advisory, and corporate sponsorship on our App.

\$125,000

(\$174K Value)

Annual Partnership Program

Premium Partner - \$85,000 (\$109K Value)

Highest level of partnership with year-round visibility.

- Premium of SOAR
- Title sponsor of one Pink Feather Social
- Title sponsor for one Altitude Series
- Sponsor at HIMSS & VIVE 2027 Pink Feather Social
- CEO featured on Flight Path Podcast
- 5 SOAR registrations
- Corporate Membership (up to 50 employees)
- Dedicated LinkedIn campaigns
- Featured in monthly newsletter
- Logo on website homepage
- Priority sponsorship renewal
- Sales Forum Advisory

Platinum Partner - \$55,000 (\$74K Value)

Designed for organizations looking to build strong relationships with healthcare leaders.

- Corporate Membership
- Signature Sponsor at SOAR 2027
- Sponsor one Pink Feather Social
- Podcast appearance
- Sponsor at HIMSS & VIVE 2027
- Quarterly LinkedIn spotlight
- Resource Library content
- Newsletter recognition

Select one virtual annual sponsorship opportunity (\$15K Value)

Podcast • Book Club • Color & Coffee • PJ Party • Wellness • New Member Meet-Up • Altitude Series • Webinars

Gold Partner - \$45,000 (\$57K Value)

- | | |
|-----------------------------------|---------------------------------------|
| • Corporate Membership | • Logo on website |
| • Featured Sponsor SOAR 2027 | • Newsletter recognition |
| • Sponsor at HIMSS & VIVE 2027 | • 3 SOAR Tickets |
| • Quarterly social media features | • Sales Forum or Retreat Sponsor 2027 |
| • Podcast appearance | |

Silver Partner - \$35,500 (\$41K Value)

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|-------------------------|------------------------------|
| • Corporate Membership | • 1 Sales Forum CIO Advisory |
| • 2 SOAR registrations | • Website recognition |
| • Featured sponsor SOAR | • Monthly newsletter logo |
| • HIMSS or VIVE | • Social media mentions |
| | • Podcast appearance |

Add on any other sponsorship for Wellness Retreat, Sales Forum and/or SOAR 2027 at a 10% discount.



Leadership & Wellness Retreat

April 21st - 23rd, Bermuda

Join Bluebird Leaders as we head to beautiful Bermuda for our most exclusive retreat yet. Expect inspiring speakers, executive coaching, wellness experiences, collaborative leadership sessions, unforgettable networking, and the signature Bluebird Leaders hospitality that has become known as "Bringing the Pink."

Space is intentionally limited to preserve the intimate experience.
Tickets do not include hotel

Presenting sponsor
\$25,000 (2-tickets)

Reception Sponsor
\$15,000 (1-tickets)

Dinner Sponsor
\$15,000 (1-tickets)

An Exclusive Retreat for CEOs & Founders

January 13-15, 2027

Location: PIER 66 | Fort Lauderdale, FL

The Bluebird Leaders Founders retreat created for CEOs, founders, and entrepreneurs who believe the best ideas come from learning alongside other leaders.

Over several immersive days, you'll build meaningful relationships, exchange experiences, share challenges and successes, and gain fresh perspectives from a trusted group of peers who understand the unique journey of leading and growing an organization.

\$5,500

All- Inclusive
(flight not included)

Corporate Annual Virtual Membership

- 30 people in our virtual membership
 - Provider organizations are free for the first year and then \$1,750

\$3,500

Sponsorship Opportunities



Pink Feather Socials

Pink Feather Social sponsorships offer a unique opportunity to connect with healthcare leaders through meaningful networking, strategic visibility, and authentic connections with healthcare leaders. Join us in creating memorable experiences while positioning your organization at the forefront of the healthcare community.

Available Events:

- American Nursing Informatics Association
 - March 12th, San Francisco
- Boat Ride - May, Boston
- Other various cities throughout the year

What's Included:

- Social Media Influencing
- Images and video
- Attendee List
- 5 Event Tickets

\$5,500

Pink Feather Social - HIMSS & ViVE

ViVE - March 15th, Nashville
HIMSS - April 6th, Chicago

Two Conferences. One Signature Experience.

Bluebird Leaders is bringing the Pink Feather Social to both HIMSS and ViVE. Each event brings together healthcare executives, innovators, entrepreneurs, sponsors, and industry leaders for an evening where meaningful relationships are built naturally.

These aren't typical conference receptions, they're unforgettable experiences where conversations flow, partnerships begin, and the healthcare community comes together.

Both events feature:

- Hundreds of healthcare executives, CIOs, CMIOs, innovators, and industry leaders
- An unforgettable venue and atmosphere
- Purposeful networking, not just collecting business cards
- Professional photography, interviews, and social media coverage
- Live podcast recordings and executive conversations
- A room filled with the people shaping the future of healthcare

\$7,500

(5-tickets)



SOAR 2027

September 22nd - 24th | Boston, MA | Blue Dress Gala w/ Awards



Premier Sponsor

\$40,000

- Exclusive premier event sponsorship
- Gala sponsorship
- Speaking opportunity
- Three conference registrations (hotel not included)

Signature Sponsorships

- Boston Mafia Reception (Includes 2 conference registrations)
- Yoga & Wellness Mornings (Includes 2 conference registrations)
 - Custom yoga mat for all conference attendees
- Breakfast Sponsor (Includes 1 conference registration)
- Lunch Sponsor (Includes 1 conference registration)
- Photo Booth Sponsor (Includes 1 conference registration)
- Refreshments – Day 1 (Includes 1 conference registration)
- Conference Quarter-Zip Sponsor

\$20,000

Featured Sponsorships - All include 1 conference registration

- Author Table Sponsor
- Wi-Fi Sponsor
- Tech & Lighting Sponsor
- Gala Award Winner Gift Sponsor
- Photographer Sponsor
- SOAR Staff Shirt Sponsor
- DRAW Faces Board Sponsor
- Lanyard Sponsor
- Name Badge Sponsor
- Sunglasses Sponsor
- Workshop Sponsor (3 available)
- DJ Sponsor

\$9,500

Sponsorship Opportunities



Altitude Series

Where Leaders Don't Just Learn - They Collaborate.

February 10th - 11th, Atlanta, GA

The Bluebird Leaders Altitude Series is a hands-on leadership experience designed for professionals who want more than another webinar. Each session combines interactive workshops, facilitated discussions, case studies, and peer-to-peer learning to help attendees tackle real-world challenges and develop practical leadership skills.

Participants leave with actionable strategies, fresh perspectives, and valuable connections they can immediately apply within their organizations.

What You Can Expect

- Interactive, hands-on workshops
- Small-group collaboration & facilitated discussions
- Real-world case studies and problem solving
- Executive panels with audience participation
- Peer-to-peer learning from leaders across healthcare & tech
- Actionable tools, templates, and takeaways
- Networking designed around collaboration, not just introductions

Workshop Topics Include

Leadership & Executive Development • AI in Healthcare • Digital Transformation • Change Management • Innovation & Strategy • Executive Communication • Women in Leadership • Entrepreneurship • Board Leadership • Team Building • Career Growth • Wellness & Resilience

Altitude Series Sponsor Benefit:

Sponsored vendor partners receive guaranteed access to the Bluebird Leaders Altitude Series, including 3 event tickets per sponsoring organization for each Altitude Series event. To preserve the intimate, collaborative experience of the series, attendance is prioritized for sponsors. Any remaining seats will be released to the public one week prior to the event on a first-come, first-served basis.

DAY 1 - Welcome Reception

5:00 - 7:00 pm



Welcome Reception
Cocktails & Light Hors d'oeuvres
Guided Networking Activities
Meet the Speakers & Facilitators
Community Introductions
Opening Remarks

DAY 2 - Learn. Collaborate. Elevate.

8:00 am - 7:30 pm



Registration & Breakfast
Welcome & Opening Remarks
Keynote Speaker
Interactive Workshop #1
Networking Break



Executive Panel Discussion
Collaborative Lunch
Roundtable Discussions



Interactive Workshop #2
Case Study / Problem-Solving Session
Executive Fireside Chat
Closing Keynote
Action Planning & Takeaways

Off-Site Networking Dinner

Sponsorship \$15,000 and 3 free tickets to the event

Sponsorship Opportunities



Sales Forum

June 2nd - 4th, Cary, NC

The Bluebird LIVE Sales Forum is designed to sharpen healthcare sales teams' skills, provide insider access to C-level perspectives, and foster strategies that transform vendors into trusted partners. Through executive-led discussions, collaborative workshops, and meaningful networking opportunities, attendees gain actionable insights into today's healthcare landscape while building relationships with industry leaders and decision-makers.

Sponsoring the Sales Forum provides organizations with valuable brand visibility and direct access to an engaged audience of healthcare executives, sales professionals, and technology partners. From educational sessions and networking events to curated sponsor activations, the forum creates meaningful opportunities to showcase your expertise, strengthen connections, and position your organization as a trusted partner within the healthcare community.

CIO Private Advisory Meeting

Engage in an exclusive 90-minute advisory session with a select panel of healthcare CIOs. This private meeting offers your team the opportunity to present challenges, validate strategies, and receive actionable feedback directly from executive leaders shaping the future of healthcare.

\$15,000

Sponsor Options

Reception sponsor • Activity sponsor •
Breakfast (x2) • Lunch Sponsor • Dinner
Sponsor

Each sponsorship sponsors the attendance of one CIO and one sponsor employee, including conference registration and a two-night hotel stay for both.

\$20,000

Sponsorship Opportunities



Bluebird LIVE

Bring Your Vision. We'll Bring the Pink.

Bluebird LIVE partners with healthcare organizations, technology companies, nonprofits, associations, and corporate teams to create exceptional events that inspire, connect, and leave a lasting impact. Whether you need a trusted partner to manage your event from concept to completion or simply want expert support to elevate your existing plans, our experienced team becomes an extension of yours.

Our Services Include

- Strategic event planning and consultation
- Complete event management and logistics
- Speaker sourcing and recruitment
- Executive moderators and professional emcees
- Panel development and facilitation
- Board meeting facilitation
- Photography and videography
- Podcast recording and live content creation
- Event branding and marketing support
- Registration and attendee experience
- Sponsor engagement and management
- Onsite event coordination
- Executive advisory and healthcare IT expertise

**Custom pricing available

We Don't Just Plan Events... We Create Experiences.

What many have come to know as "Bringing the Pink" is our signature approach to event management.

It's more than great logistics, it's creating an atmosphere where:

- Meaningful conversations happen.
- Partnerships are formed.
- Ideas are exchanged.
- Leaders feel welcomed.
- Every attendee leaves feeling inspired.

From intimate executive dinners and leadership retreats to national conferences and corporate events, Bluebird Leaders LIVE delivers professionalism, creativity, hospitality, and flawless execution.

We're proud to partner with organizations across healthcare and technology, including:
INOVA HEALTHCARE • HLTH • VIVE • American Nursing Informatics Association (ANIA) • Rubrik • Health systems •
Technology companies • Healthcare associations • And many more

Whether you're planning a board retreat, executive summit, customer event, conference, networking reception, workshop, advisory board, or national meeting, Bluebird Leaders LIVE is ready to help bring your vision to life.

Bluebird LIVE is the event production and experience division of Propel Health Advisors.